

Historic, Archive Document

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1944



We present our four-color photograph of **JUMBO MASTODON PANSIES** selected from our seed fields, actual size.

Lest You Forget!

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

Steele's Pansy Gardens

SINCE 1893

E. J. STEELE,
Founder

M. I. STEELE,
Manager

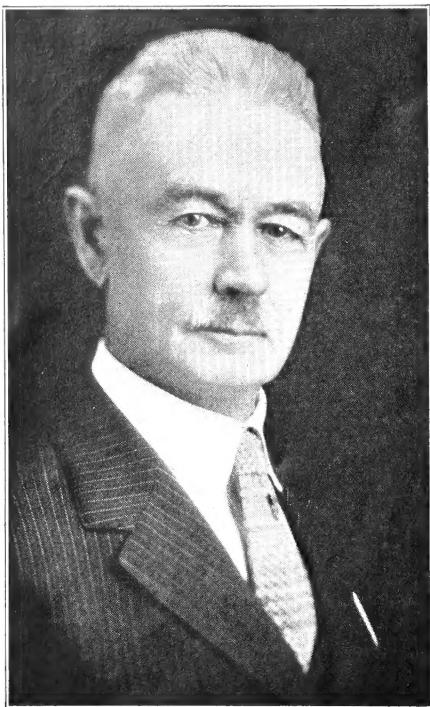
ISABELLE STEELE LAYMAN,
Sales

DONALD M. STEELE,
Production

2715 S. E. 39th Avenue, Portland 2, Oregon, U. S. A.

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
2. Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K.

FOUNDER



E. J. STEELE

Each and Every Strain Listed on This Page Is a Genuine "Steele's Mastodon." See Page One.

Owing to Variations in Soil, Climate, Care and Cultivation, We Are Responsible Only for the Value of the Seed.

JUMBOS

"Pay Dirt"—Our 1943 Jumbo novelty. The largest golden yellow ever produced. Most blooms have dark rays or tiny dark faces. Immense size and fine habit of growth resist summer heat. Blooms constantly all season. Truly a sensational strain. Exactly bloom on catalog envelope. Price: 1/16 oz. \$2.00; 1/8 oz. \$3.00; 1/4 oz. \$5.00; 1/2 oz. \$9.00; oz. \$17.00.

Jumbo Beaconsfield—A greatly improved true Beaconsfield type. Upper petals rich lavender, lower petals deep blue violet. A real Jumbo strain. Price: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.75; 1/2 oz. \$5.25; 1 oz. \$10.00; 2 oz. \$18.50; 4 oz. \$35.00.

Jumbo Mixed—Our origination. Field plants producing flowers up to five inches in diameter. Many new and unique colors—pastel pinks, apricots, yellows, blues, brass tones, copper bronze, purple, red, in two and three color combinations and selfs. Fine form, heavy substance, long strong stems, fine for cutting and forcing. Fully two weeks early. Prices: 1/16 oz. \$1.25; 1/8 oz. \$2.25; 1/4 oz. \$4.00; 1/2 oz. \$7.50; 1 oz. \$14.00; 2 oz. \$26.00; 4 oz. \$48.00.

SWISS

Super Swiss "400" Mixed—Grand in size, form, color, and substance. Huge jewels of velvet in red, gold, rose, blue, violet, fuchsia, and also some of our new pastel hybrids. All are bordered, blotched, and beautifully marked, any with exquisitely fluted and ruffled petals. Plants low and compact. This strain has many types which have never before been seen in pansies due to the expert work of our hybridizer. Prices: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$.475; 1 oz. \$9.00; 2 oz. \$17.00; 4 oz. \$32.00.

Improved Sea Blue—Swiss. A genuine blue pansy. Uniform color, fine for borders and excellent for patriotic garden. Priced same as "400" Mixed.

Gorgeous—Swiss type. The finest all red we have ever seen. Best red pansies for patriotic border. Prices: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.00; 1 oz. \$9.00.

MASTODON STRAINS

Years ago a flower lover found some tiny pansies in three colors. He carefully selected the largest progeny and in time produced one-inch blooms which he called "Giants."

This term is still in use though it long since lost its significance. We decided that Mastodon, meaning huge and rare, would be more appropriate to our immense and unique strains of pansies and this name has come to symbolize the quality which is peculiar to Steele's Mastodon Pansies.

We gave Mircale Mixed to the flower world more than twenty years ago and it is still one of our leading strains, particularly for the market gardener. We are sole owners of the breeding stock for this strain and no stock offered as Mircale Mix is genuine unless it was grown in our gardens.

Mastodon Jumbo Mixed is our origination and the secret of its production is our most precious asset. Jumbo Mixed cannot be produced from stock seed and the formula for its excellence and the improvement of its color range each year is known only to us. No "re-selected" or other spurious strains of Jumbo are genuine. THERE IS ONLY ONE STEELE'S MASTODON JUMBO MIXED.

IMPROVED BREEDING TYPES

Super Maple Leaf Mixed—Huge size, fine form and substance and increasing the wide range of colors of Jumbos. Runs a little darker than Jumbo. Prices: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.75; 1/2 oz. \$5.25; 1 oz. \$10.00; 2 oz. \$18.50; 4 oz. \$35.00.

Miracle Mixed—Finest types of our strains, latest novelties. Mostly Swiss types but many pastels, selfs, and unusual color combinations. Best commercial bedding strain. Prices: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$3.75; 1 oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00.

Fluffy Ruffles—A large pure white pansy with petals exquisitely fluted and ruffled. Low, compact growth covered with blooms all summer. Perfect white for patriotic border. Prices: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.00; 1 oz. \$9.00.

Improved Adonis—Light blue and lavender shades. This strain has the little stepmother faces so typical of pansies.

Grand Duke Michel—Pure white with delicate rays. Dwarf, compact plants covered with blooms all summer. An excellent strain for color effects and the largest pure white.

Prices of the three varieties named above: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$4.00; 1 oz. \$7.00; 2 oz. \$13.00.

Bronze—Many rich tones of bronze and antique gold. Good size.

Madame Steele—Royal purple. A perfect self, no marking. Excellent for border and bedding. Compact growth and free blooming. Good size.

Prices of the two varieties named above: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$3.25; 1 oz. \$6.00; 2 oz. \$10.50; 4 oz. \$18.00.

Mlle. Irene—Copper red shades. Prices: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.00; 1/2 oz. \$5.00; 1 oz. \$9.00.

We do not pay Air Mail Postage; on Air Mail orders add 10c per ounce or fraction.

STEELE'S PANSY GARDENS

2715 S. E. 39th Ave.

Date.....

Portland 2, Oregon, U. S. A.

Send the following ORDER, by Amt. Enclosed.....

Name..... Street.....

R.F.D..... Box..... P.O..... Zone..... State.....

| Amount | Pansy Seed | Price |
|--------|------------------------------------|-------|
| | BUTTERFLY HYBRIDS | |
| pkt. | Rainbow Collection | |
| | JUMBOS | |
| oz. | Pay Dirt, gold | |
| oz. | Jumbo Beaconsfield | |
| oz. | Jumbo Mixed | |
| | SWISS | |
| / oz. | "400" Super Swiss Mixed | |
| oz. | Sea Blue | |
| oz. | "Gorgeous," all red | |
| | IMPROVED BEDDING TYPES | |
| oz. | Super Maple Leaf Mixed | |
| oz. | Miracle Mixed | |
| oz. | Fluffy Ruffles, ruffled, all-white | |
| oz. | Mlle. Irene, henna red | |
| oz. | Improved Adonis | |
| oz. | Golden Gate | |
| oz. | Grand Duke Michel, white | |
| oz. | Bronze | |
| oz. | Madame Steele, Elk's purple | |
| oz. | | |
| oz. | | |
| | TOTAL | |

REMARKS:

How to get a four color Pansy Poster free. See Catalog.

Can't you send us the name of another Commercial grower?

FROM

STEELE'S PANSY GARDENS

POWELL BLVD. AT S. E. 42ND AVENUE

PORLAND, OREGON, U.S.A.

DID YOU GIVE YOUR NAME AND ADDRESS?

Butterfly Hybrids

Rainbow collection of Butterfly Hybrids -- Our 1944 offering. The result of 10 years work by Donald, our pansy expert. This strain defies all of our efforts to describe it. The colors are pastels, the center blotches have a magic sheen like that of the wings of rare butterflies. There are flesh pinks with deeper rose edges, buffs overlaid with pink and bordered with orchid, delicate lavenders with mauve blotches, creamy yellows with pink borders, deeper yellows with rich copper blotches and sun-rays on upper petals, pastel reds, orchids, blues and many bright pinks with fuschia centers and rays. Our stock of seed is very limited until main crop in early August. 100 seeds to a customer. \$1.00, postpaid.



Preparing Bed for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface, after light burlap cover is on.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely we remove burlap permanently, and sift tops of bed with thin layer of peat moss. To avoid damping off, water young seedling **VERY SPARINGLY**.



Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. **WE USE 125 to 150 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.**

CAUTION--Alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.



JUMBO MIXED IN RETAIL PACKETS

Commemorating our 50th year in the breeding of high class pansies exclusively, we offer a new service for your retail trade. Our regular Jumbo Mixture is now available in a standard size packet to retail for 25c. The design is brand new, showing a huge orchid, ruffled Jumbo pansy. Planting instructions are included. No orders for less than 20 packets. Your cost:

| | |
|-------------------|-----------|
| 20 packets | 12½c each |
| 50 packets | 12c each |
| 100 packets | 11½c each |
| 250 packets | 10½c each |
| 500 packets | 10c each |



SUPER SWISS MASTODON PANSIES Selected from our seed fields, actual size.

Orders are filled on day received unless otherwise specified.

Check your order carefully and send remittance in full by money order or bank check. Stamps O. K. up to \$2.00. No currency or cash, please.

Our prices have not been raised. We offer you the finest stock it is possible to produce at the lowest price we can quote. It is not our policy to offer further inducement such as free Air Mail postage. On Air Mail add 10 cents per oz. Allow $\frac{1}{2}$ oz. for packing and include full postage for additional fractions of an ounce. If insufficient postage is included your order will be sent by ordinary mail and excess postage refunded.

We cannot accept any C. O. D. orders hereafter on account of gas rationing.

NOTICE: Due to difficulties in obtaining supplies of seed we have discontinued the listing of petunia seed.